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Safe Return to the Office

CAREERS

NELSON Worldwide Welcomes New Northeast Regional Leader

☛ The architecture and strategy firm NELSON Worldwide has announced the addition of Vicki Eickelberger as northeast regional leader. Based in the firm's New York office, Eickelberger brings more than 23 years of leadership, brand and storytelling expertise, offering a new approach to experiential design, culture and the power of physical space as an engagement tool to further activate NELSON Worldwide's boundary-pushing designs for clients.



Eickelberger

"I am excited to welcome Vicki as NELSON Worldwide's new Northeast regional leader," said John "Ozzie" Nelson Jr., chairman and chief executive officer of NELSON Worldwide. "Her strong belief in fostering exceptional firm culture through coaching and mentoring leadership and their teams will act as an incredible asset in elevating NELSON to the next level within the marketplace."

As a client and growth leader, Eickelberger applies a broad industry experience to each project, leveraging innovative brand strategy and design thinking to deliver enterprise value for domestic clients. A trusted advisor, she is a passionate brand and client advocate who understands the value of organizational transformation and workplace strategy.

Previously, Eickelberger held the position of senior vice president and managing director at Big Red Rooster, a global brand experience firm where she defined firm positioning and messaging strategy. Working across all classes of real estate and retail from corporate headquarters to mixed-use developments, she's provided her expertise to clients such as American Express, Yum! Brands, Procter & Gamble, Pepsi and Wal-Mart. She's also held high-level positions at Ologie, Deloitte, OhioHealth.

"Working with NELSON's wide range of impressive clients and assisting them with my leadership and storytelling expertise is something I am greatly looking forward to," Eickelberger said.

Eickelberger received her Bachelor of Science at Ohio University's E.W. Scripps School of Journalism. She also holds a master's degree in business administration from Capital University and Certificate, Executive and Leadership Coaching from Georgetown University.

CAREERS

SmithGroup Hires Kevin Nyhoff as Principal, Lead Designer in San Diego

☛ The SmithGroup design firm has hired Kevin Nyhoff as a principal and a lead designer at the firm's San Diego office. He will work there and at the Los Angeles office to strengthen the firm's growing presence in the San Diego area.



Nyhoff

"Kevin brings a wealth of experience that is informed by research and his passion for equitable, sustainable and innovative design solutions," said Bonnie Khang-Keating, director of SmithGroup's Los Angeles and San Diego offices. "He is an ideal design leader to partner with our Southern California clients who expect high-performance, socially responsible, beautiful design."

Nyhoff brings more than 25 years of experience in high-profile cultural, higher edu-